

DOCKET SECTION

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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POSTAL RATE AND FEE CHANGES, 1997


DOCKET NO. R97-1

INSTITUTIONAL RESPONSE OF MAGAZINE PUBLISHERS OF AMERICA
TO INTERROGATORY OF UNITED STATES POSTAL SERVICE
(USPS/MPA-35)

(February 25, 1998)

Pursuant to the Commission's Rules of Practice, Magazine Publishers of America (MPA) hereby submits the attached institutional response to an interrogatory propounded by USPS to MPA (USPS/MPA-35).

Respectfully submitted,



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USPS/MPA-35. In response to USPS/MPA-24-33, Magazine Publishers of America provided aggregate "1997 MPA Postal Profile" results.

- a. Does MPA know generally how its members' mailings are prepared and how that preparation has changed for each of the last ten years? If so, please explain fully.
- b. Does MPA have any general information about its members' mailings which would indicate, by year, the changes in make-up such as changes in average bundle size, changes in containerization, and the average number of bundles and pieces per container? If so, please explain fully.
- c. Does MPA have any general information about its members' mailings which would indicate in percentage terms, what savings, if any, its members have experienced in their mail preparation costs (excluding postage) due to changes in the make-up of their mailings. If so, please explain fully.
- d. Even if a percentage cannot be calculated for such savings, as requested in subpart (c) above, please indicate whether or not MPA knows or believes that its members have experienced savings.

Response to (a) through (d):

In its objections to interrogatories USPS/MPA-3-33¹ the Magazine Publishers of America (MPA) stated it did not have in its custody and control, nor did it have available to it, the information required to respond to questions such as those posed here. *Id.* at 2. Pursuant to discussions between counsel for MPA and counsel for the Postal Service, however, in response to those earlier interrogatories MPA did provide on February 5,

¹Objections of Magazine Publishers of America to Postal Service Interrogatories USPS/MPA-3-33 AND USPS/MPA-T1-3-33, February 2, 1998.

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1998, aggregate results from a confidential survey of its members' mailing practices, the "1997 MPA Postal Profile," and record references to similar surveys which MPA provided in conjunction with proceedings in dockets R90-1 and MC95-1.²

The tables contained in the attached one-page document, designated "Attachment to Response to USPS/MPA-35", summarize the information provided in the 1997 survey and the two surveys provided in conjunction with Dockets R90-1 and MC95-1, and give an indication of the changes in mail preparation activities of its members with respect to such matters as container type, degree of presort, weight, advertising and nonadvertising content, and piece distribution by automation level.

MPA has no information as to the costs its members incur with respect to mail preparation efforts.

²Institutional Responses of Magazine Publishers of America to Interrogatories of United States Postal Service (USPS/MPA-1-34)(February 5, 1998); Revised aggregate results were filed on February 18, 1998, Supplemental Response of Magazine Publishers of America Revising February 5, 1998, Responses to USPS/MPA-2-33.

Average Weight per Copy (lbs)

R90-1	MC95-1	R97-1
0.5669	0.5286	0.5358

Average Percentage of Content

	R90-1	MC95-1	R97-1
Advertising	49.9%	43.1%	45.1%
Nonadvertising	50.1%	56.9%	54.9%

Annual Advertising Pound Distribution

Zone	R90-1		MC95-1		R97-1	
	Pounds	Distribution	Pounds	Distribution	Pounds	Distribution
DD	0	0.0%	0	0.0%	24,630	0.0%
SCF	70,176,157	15.9%	233,938,125	37.2%	277,065,117	48.9%
1 & 2	110,840,804	25.2%	93,256,142	14.8%	82,262,077	14.5%
3	55,206,160	12.5%	62,434,187	9.9%	47,797,912	8.4%
4	82,760,704	18.8%	93,528,718	14.9%	65,253,764	11.5%
5	75,833,887	17.2%	88,230,369	14.0%	56,368,033	10.0%
6	16,615,914	3.8%	19,054,046	3.0%	12,965,963	2.3%
7	17,330,406	3.9%	23,028,639	3.7%	13,314,155	2.4%
8	11,738,297	2.7%	16,070,625	2.6%	11,338,374	2.0%
Total	440,502,329	100.0%	629,540,851	100.0%	566,390,025	100.0%

Type of Container

	MC95-1	R97-1
Pallets	89.0%	90.3%
APCs	1.0%	1.3%
Sacks	10.0%	8.4%

Piece Distribution by Presort Level

Presort Level	R90-1		MC95-1		R97-1	
	Pieces	Distribution	Pieces	Distribution	Pieces	Distribution
Basic	113,080,571	7.3%	155,825,612	6.0%	137,236,615	5.8%
3-digit	0	0.0%	248,266,705	9.5%	0	0.0%
5-digit	821,870,299	52.7%	635,899,747	24.4%	0	0.0%
3/5-digit	0	0.0%	0	0.0%	701,975,029	29.6%
Carrier Route	623,289,548	40.0%	1,566,607,531	60.1%	1,529,470,229	64.6%
Total	1,558,240,418	100.0%	2,606,599,595	100.0%	2,368,681,873	100.0%

Piece Distribution by Automation Level

Presort Level	Automation Level	MC95-1		R97-1	
		Pieces	Distribution	Pieces	Distribution
Basic	Nonautomation	96,376,006	61.8%	71,546,610	52.1%
	Automation	59,449,606	38.2%	65,690,005	47.9%
3/5-digit	Nonautomation	294,904,274	33.4%	246,286,546	35.1%
	Automation	589,262,178	66.6%	455,688,483	64.9%
Total	Nonautomation	391,280,280	37.6%	317,833,156	37.9%
	Automation	648,711,784	62.4%	521,378,488	62.1%

DECLARATION

I, Rita Cohen, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Rita D. Cohen

Dated: Feb 25, 1998

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the rules of practice.



James R. Cregan

Washington, D.C.
February 25, 1998